

EXHIBIT AX

From: George Wukoson <gwukoson@everydayhealthgroup.com>
Sent: Thursday, July 06, 2023 5:15 AM EDT
To: Yuen Chau <yuen.chau@goglobalretail.com>
CC: Sean Alford <sean.alford@ziffdavis.com>; Jeffery Streader <jeff.streader@goglobalretail.com>; Brendan Shea <brendan.shea@lazard.com>; Christian Tempke <christian.tempke@lazard.com>; Mo Beig <Mo_Beig@janieandjack.com>
Subject: Re: Buy Buy Baby Partnership Proposal - July 5 pm
Attachment(s): "Go.Global.Ziff_Davis_Mutual.NDA_2023.07.05 (fe).pdf"

Thanks, Yuen. Countersigned attached.

On Wed, Jul 5, 2023 at 11:41 PM Yuen Chau <yuen.chau@goglobalretail.com> wrote:
Hi George,

We've accepted all of your changes to the NDA with two minor changes in Section 3. I've included our signed copy and a redline copy for reference.

Thanks,
Yuen

Yuen Chau, Partner
Go Global Brand Investment Platform
Mobile: +1 (917) 216-9829
<https://www.goglobalretail.com/>

On Wed, Jul 5, 2023 at 6:10 PM George Wukoson <gwukoson@everydayhealthgroup.com> wrote:
Jeff,

See our edits to the NDA attached in redline and clean forms.

On Wed, Jul 5, 2023 at 9:06 PM Sean Alford <sean.alford@ziffdavis.com> wrote:
Adding George this time

On Wed, Jul 5, 2023 at 7:30 PM Sean Alford <sean.alford@ziffdavis.com> wrote:

+George Wukoson, Everyday Health's General Counsel, who will provide comments on the NDA

From: Jeffery Streader <jeff.streader@goglobalretail.com>
Sent: Wednesday, July 5, 2023 5:49 PM
To: Sean Alford <sean.alford@ziffdavis.com>
Cc: Christian Tempke <christian.tempke@lazard.com>; Brendan Shea <brendan.shea@lazard.com>; Yuen Chau <yuen.chau@goglobalretail.com>; Mo Beig <Mo_Beig@janieandjack.com>; Jeffery Streader <jeff.streader@goglobalretail.com>
Subject: Buy Buy Baby Partnership Proposal - July 5 pm

Hello Sean -

* SEAN - BuyBuyBaby would commit to spending [REDACTED] in advertising with Everyday Health Group

Yes, based upon the current run rate, we would commit to spending [REDACTED] per annum.

* SEAN - Term of the commitment = [REDACTED] [NOTE – you referenced [REDACTED] per year; unclear how you arrived here)

I was informed by Buy Buy Baby CEO Patty Wu that our annual spend is [REDACTED] - with
[REDACTED]

* SEAN - BuyBuyBaby would agree to pay for [REDACTED]
[REDACTED]

Yes, we agree to pay a [REDACTED] to the current deal - to a new rate of [REDACTED]
[REDACTED]

SEAN - It would also be helpful for us to see a copy of your excel model, which hopefully shows the full forecast with drivers/assumptions that get you to the [REDACTED] business referenced in the proposal. Could you please send that across?

Our mutual NDA is attached.

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Sean Alford | EVP, Corporate Development & Strategy
Ziff Davis, Inc. (Nasdaq: ZD)
M: (919) 302-6990
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GEORGE WUKOSON
General Counsel

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